

**TAKE NOTICE THAT A REGULAR MEETING OF THE  
PHARR INTERNATIONAL TOLL BRIDGE BOARD  
WILL BE HELD AT THE  
CITY COMMISSIONERS' ROOM  
118 S. CAGE, 2<sup>ND</sup> FLOOR, PHARR, TX  
ON WEDNESDAY, SEPTEMBER 16, 2020 AT 12:00 PM**

At any time during the course of this meeting the Toll Bridge Board may retire to Executive Session under Texas Government Code § 551 to confer on any subject matter in accordance with the Texas Open Meetings Act.

Should any final action, decision, or vote be required in the opinion of the Board with regard to any item discussed during the closed meeting, then such final action, decision, or vote shall be made during the open meeting covered by this notice upon the reconvening of the public meeting pursuant to Section 551.101 government Code V.T.C.S.

**In accordance with social distancing guidelines, the Bridge Board meeting will not be open to the public. The meeting will be via Videoconference and streamed live at [www.pharr-tx.gov](http://www.pharr-tx.gov) .**

**1. CALL TO ORDER:**

- A) Roll call and possible action on the excusing of any absent member.
- B) Pledge of Allegiance/Invocation.

**2. DIRECTOR'S ADMINISTRATIVE REPORT:** *(Director's Administrative Reports and discussion, if any, with Bridge Board. The Director may also assign a designated spokesperson for any particular listed topic)*

- A) Crossings and Revenues Report for August 2020.
- B) Finance Report for August 2020.
- C) Engineer's Report.
- D) Director's Report.

**3. ADMINISTRATIVE:**

A) Approval of Minutes for August 19, 2020.

B) Discussion and action, if any, on advertising in the 2020-2021 Texas International Produce Association's Annual Membership Directory for \$800.

C) Discussion and action, if any, on renewal of Texas International Produce Association (TIPA) Annual Membership dues for \$2,000.

D) Discussion and action, if any, on renewal of NASCO Annual Membership Dues for \$5,000.

E) Discussion and action, if any, on advertising with The Produce News for a total of \$19,100 for 12 months. **(TABLED)**

F) Discussion and action, if any, on updated advertising proposals from The Produce News.

G) Discussion and action, if any, on advertising with AndNowUKnow for \$735 per email ad for 12 months. **(TABLED)**

H) Discussion and action, if any, on updated advertising proposals from AndNowUKnow.

I) Discussion and action, if any, on advertising with The Snack for \$4,195 per issue for 12 months. **(TABLED)**

J) Discussion and action, if any, on updated advertising proposal from The Snack.

K) Discussion and action, if any, on Produce Marketing Guide (PMG) Membership.

L) Discussion and action, if any, on Advertising with The Packer.

- 4. CLOSED SESSION:** *In accordance with Chapter 551 of the Texas Gov't. Code, the International Toll Bridge Board hereby gives notice that it may meet in Executive session to discuss and deliberate any items listed on the public portion of the meeting agenda including items in accordance with the following:*

AGENDA BRIDGE BOARD MEETING  
September 16, 2020

Pursuant to Section 551.071, the Board may convene in a closed, non-public meeting with its attorney and discuss any matters related to **legal advice on pending or contemplated litigation, settlement offer, and/or on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.072, the Board may convene in a closed, non-public meeting to discuss any matters related to **real property and deliberate the purchase, exchange, lease, or value of real property as such would be detrimental to negotiations between the City and a third party in an open meeting.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.074, the Board may convene in a closed, non-public meeting to discuss any matters related to **appointment, employment, evaluation, reassignment, duties and discipline or dismissal of a public officer or employee and to hear any complaints or charges against an officer or employee.** The City and its attorney may also discuss such issues with the appropriate staff including members so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.076, the Board may convene in a closed, non-public meeting to discuss any matters on the **deployment, or specific occasions for implementation, of security personnel or devices.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.084, the Board may convene in a closed, non-public meeting to discuss any matters involving an **investigation and may exclude a witness from hearing during the examination of another witness in the investigation.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.087, the Board may convene in a closed, non-public meeting to discuss any matters regarding **economic development issues.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

5. **RECONVENE:** *into regular session and consider action, if any, on item(s) discussed in executive session.*
6. **ADJOURNMENT:**

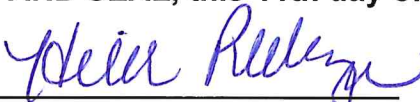
**NOTICE OF ASSISTANCE AT THE PUBLIC MEETING**

City Hall is a wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the Pharr Bridge Office at (956)402-4660 ext. 6106/6101 or FAX (956)223-2013 or E-Mail [vanessa.guzman@pharr-tx.gov](mailto:vanessa.guzman@pharr-tx.gov) or [cleo.salinas@pharr-tx.gov](mailto:cleo.salinas@pharr-tx.gov) for further information. Braille is not available.

I, the undersigned authority, do certify that the above agenda of said meeting of the Pharr International Bridge Board is a true and correct copy and that said notice was posted on the bulletin board of City Hall and on the City's webpage at [www.pharr-tx.gov](http://www.pharr-tx.gov). The Notice was posted at a place convenient and readily accessible to the general public at all times; that said Notice was posted on the 11<sup>th</sup> day of September 2020 at 3:00 p.m. and will remain posted continuously for 72 hours preceding the scheduled time of said meeting in compliance with Chapter 551 of the Texas Government Code (Open Meetings Act).

**WITNESS MY HAND AND SEAL, this 11th day of September 2020**



  
\_\_\_\_\_  
HILDA PEDRAZA, TRMC, CMC  
CITY CLERK



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 2.A.

**DATE SUBMITTED:** September 10, 2020

**MEETING DATE:** September 16, 2020

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Crossings and Revenues Report for August 2020.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:**

**Financial Consideration:**

**Staff Recommendation:**

**Alternatives:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020

## CROSSINGS AND REVENUES FOR THE MONTH OF AUGUST FISCAL YEAR 2019 – 2020

### a) BRIDGE CROSSINGS

Crossings for the Pharr International Bridge totaled **98,902** vehicles for the month of August F.Y. 2019-2020, which showed an increase of **411** vehicles or **0.42%** over the same month in F.Y. 2018-2019.

### b) CAR CROSSINGS

Car crossings for the Pharr International Bridge totaled **39,410** cars for the month of August F.Y. 2019 – 2020, showing a decrease of **(-5,419)** cars or **-12.09%** over the same month in F.Y. 2018 – 2019.

### c) SOUTHBOUND TRUCK CROSSINGS

Truck crossings totaled **59,492** trucks for the month of August F.Y. 2019-2020, showing an increase of **5,830** trucks or **10.86%** over the same month in F.Y. 2018 - 2019.

### d) TOTAL REVENUES

Revenues for the Pharr International Bridge totaled, **\$1,317,085** dollars for the month of July F.Y. 2019 – 2020

|    |           |                 |
|----|-----------|-----------------|
| \$ | 157,792   | Autos & other   |
| \$ | 1,158,757 | Trucks          |
| \$ | 536       | Profit on pesos |
| \$ | 1,317,085 | TOTAL           |

Revenues showed an increase of **\$79,652** or **6.44%** over the same month in F.Y. 2018 – 2019

### e) NORTHBOUND TRUCKS

Northbound trucks at the Pharr International Bridge totaled **59,687** trucks for the month of August F.Y. 2019-2020, showing an increase of **4,461** trucks or **8.08%** over the same month in F.Y. 2018-2019.

**SOUTHBOUND TRUCK CROSSINGS SHOWED A DECREASE OF (-195) TRUCKS FOR THE MONTH OF AUGUST, COMPARED TO NORTHBOUND TRUCK CROSSINGS.**

**PHARR INTERNATIONAL BRIDGE  
TOTAL CROSSINGS COMPARISON BY FISCAL YEAR (CARS & TRUCKS)**

|                     | <b>F.Y. 2018–2019</b> | <b>F.Y. 2019-2020</b> | <b>GAIN<br/>LOSS</b> |
|---------------------|-----------------------|-----------------------|----------------------|
| <b>OCTOBER</b>      | 117,523               | 100,995               | (-16,528)            |
| <b>NOVEMBER</b>     | 114,764               | 98,066                | (-16,698)            |
| <b>DECEMBER</b>     | 114,630               | 94,623                | (-20,007)            |
| <b>JANUARY</b>      | 120,643               | 99,930                | (-20,713)            |
| <b>FEBRUARY</b>     | 111,276               | 94,774                | (-16,502)            |
| <b>MARCH</b>        | 122,904               | 91,218                | (-31,686)            |
| <b>APRIL</b>        | 98,377                | 63,947                | (-34,430)            |
| <b>MAY</b>          | 104,534               | 76,957                | (-27,577)            |
| <b>JUNE</b>         | 104,468               | 86,739                | (-17,729)            |
| <b>JULY</b>         | 97,056                | 88,516                | (-8,540)             |
| <b>AUGUST</b>       | 98,491                | 98,902                | 411                  |
| <b>YTD TOTAL</b>    | 1,204,666             | 994,667               | (-209,999)           |
| <b>SEPTEMBER</b>    | 95,551                |                       |                      |
| <b>TOTAL CROSS.</b> | 1,300,217             |                       |                      |

- a) VEHICLE CROSSINGS SHOWED AN INCREASE OF 411 VEHICLES OR 0.42% OVER THE SAME MONTH IN F.Y. 2018-2019.
- b) VEHICLE CROSSING SHOWED A DECREASED OF (-209,999) VEHICLES OR (-17.43%) OVER THE SAME ELEVEN (11) MONTHS IN F.Y.2018- 2019

**PHARR INTERNATIONAL BRIDGE  
CAR CROSSING COMPARISON BY FISCAL YEAR**

|                         | <b>F.Y. 2018-2019</b> | <b>F.Y. 2019-2020</b> | <b>GAIN<br/>LOSS</b> |
|-------------------------|-----------------------|-----------------------|----------------------|
| <b>OCTOBER</b>          | 65,395                | 46,694                | <b>(-18,701)</b>     |
| <b>NOVEMBER</b>         | 64,409                | 47,401                | <b>(-17,008)</b>     |
| <b>DECEMBER</b>         | 69,288                | 48,405                | <b>(-20,883)</b>     |
| <b>JANUARY</b>          | 65,059                | 44,720                | <b>(-20,339)</b>     |
| <b>FEBRUARY</b>         | 60,102                | 41,743                | <b>(-18,359)</b>     |
| <b>MARCH</b>            | 67,154                | 33,670                | <b>(-33,484)</b>     |
| <b>APRIL</b>            | 47,494                | 19,791                | <b>(-27,703)</b>     |
| <b>MAY</b>              | 51,722                | 27,778                | <b>(-23,944)</b>     |
| <b>JUNE</b>             | 54,855                | 30,291                | <b>(-24,564)</b>     |
| <b>JULY</b>             | 43,198                | 32,289                | <b>(-10,909)</b>     |
| <b>AUGUST</b>           | 44,829                | 39,410                | <b>(-5,419)</b>      |
| <b>YTD TOTAL</b>        | 633,505               | 412,192               | <b>(-221,313)</b>    |
| <b>SEPTEMBER</b>        | 43,557                |                       |                      |
| <b>TOTAL CAR CROSS.</b> | <b>677,062</b>        |                       |                      |

**a) CAR CROSSINGS SHOWED A DECREASE OF **(-5,419)** CARS  
OR **(-12.09%)** OVER THE SAME MONTH IN F.Y. 2018-2019.**

**b) CAR CROSSING SHOWED A DECREASED OF **(-221,313)** CARS  
OR **(-34.93%)** OVER THE ELEVEN **(11)** MONTH IN F.Y.2018 – 2019**

**PHARR INTERNATIONAL BRIDGE  
TRUCK CROSSING COMPARISON BY FISCAL YEAR**

|                                     | <b>F.Y. 2018-2019</b> | <b>F.Y. 2019-2020</b> | <b>GAIN<br/>LOSS</b> |
|-------------------------------------|-----------------------|-----------------------|----------------------|
| <b>OCTOBER</b>                      | 52,128                | 54,301                | 2,173                |
| <b>NOVEMBER</b>                     | 50,355                | 50,665                | 310                  |
| <b>DECEMBER</b>                     | 45,342                | 46,218                | 876                  |
| <b>JANUARY</b>                      | 55,584                | 55,210                | ( 374)               |
| <b>FEBRUARY</b>                     | 51,174                | 53,031                | 1,857                |
| <b>MARCH</b>                        | 55,750                | 57,548                | 1,798                |
| <b>APRIL</b>                        | 50,883                | 44,156                | (-6,727)             |
| <b>MAY</b>                          | 52,812                | 49,179                | (-3,633)             |
| <b>JUNE</b>                         | 49,613                | 56,448                | 6,835                |
| <b>JULY</b>                         | 53,858                | 56,227                | 2,369                |
| <b>AUGUST</b>                       | 53,662                | 59,492                | 5,830                |
| <b>YTD TOTAL</b>                    | 571,161               | 582,475               | 11,314               |
| <b>SEPTEMBER</b>                    | 51,994                |                       |                      |
| <b>TOTAL TRUCK CROSSING 623,155</b> |                       |                       |                      |

- a) **TRUCK CROSSINGS SHOWED AN INCREASE OF 5,830 TRUCKS OR 10.86% OVER THE SAME MONTH IN F.Y. 2018-2019**
- b) **TRUCK CROSSING SHOWED AN INCREASE OF 11,314 TRUCKS OR 1.98% OVER THE ELEVEN (11) MONTH IN F.Y. 2018-2019**

**PHARR INTERNATIONAL BRIDGE  
NORTHBOUND TRUCK CROSSINGS (FULL, EMPTY & AG.)**

|                         | F.Y.<br>2018-2019 | F.Y.<br>2019-2020 | GAIN<br>LOSS | FULL<br>TRUCKS | EMPTY  | AG<br>TRUCKS | NARP<br>NO INSP. |
|-------------------------|-------------------|-------------------|--------------|----------------|--------|--------------|------------------|
| OCTOBER                 | 56,847            | 58,887            | 2,040        | 40,128         | 18,759 | 14,905       | 7,746            |
| NOVEMBER                | 54,278            | 53,066            | (-1,212)     | 36,918         | 16,148 | 14,584       | 7,462            |
| DECEMBER                | 48,159            | 48,976            | 817          | 34,192         | 14,784 | 14,627       | 7,973            |
| JANUARY                 | 58,516            | 58,580            | 64           | 41,933         | 16,647 | 18,967       | 10,141           |
| FEBRUARY                | 53,895            | 54,534            | 639          | 38,529         | 16,275 | 15,969       | 8,679            |
| MARCH                   | 58,228            | 58,168            | (60)         | 41,359         | 16,809 | 17,378       | 9,119            |
| APRIL                   | 49,762            | 44,149            | (-5,613)     | 30,259         | 13,890 | 13,674       | 6,795            |
| MAY                     | 54,588            | 49,451            | (-5,137)     | 34,917         | 14,534 | 17,087       | 8,212            |
| JUNE                    | 51,641            | 56,535            | 4,894        | 38,738         | 17,797 | 17,146       | 8,673            |
| JULY                    | 55,450            | 55,550            | 100          | 37,859         | 17,691 | 15,803       | 7,989            |
| AUGUST                  | 55,226            | 59,687            | 4,461        | 39,753         | 19,934 | 15,492       | 7,606            |
| SEPTEMBER               | 53,388            |                   |              |                |        |              |                  |
| <b>TOTAL NORTHBOUND</b> | <b>649,978</b>    |                   |              |                |        |              |                  |

Northbound trucks at the Pharr International Bridge totaled **59,687** trucks for the month of August F.Y. 2019-2020, showing an increase of **4,461** trucks or **8.08%** over the same month in F.Y. 2018-2019.

**TRUCK CROSSING SHOWED AN INCREASE OF 993 TRUCKS OR 0.17% OVER THE SAME ELEVEN (11) MONTH IN F.Y. 2018-2019.**

**Agriculture trucks at the Pharr International Bridge totaled **15,492** crossings for the month of August representing a **26%** of the imports from Mexico.**

**Agriculture trucks at the Pharr International Bridge Import Lot showed an increase of **987** or **7%** over the same month in F.Y. 2018-2019.**

**PHARR INTERNATIONAL BRIDGE  
REVENUE COMPARISON BY FISCAL YEAR**

|                   | <b>F.Y. 2018-2019</b> | <b>F.Y. 2019-2020</b> | <b>GAIN<br/>(LOSS)</b> |
|-------------------|-----------------------|-----------------------|------------------------|
| <b>OCTOBER</b>    | \$ 1,218,069          | \$ 1,274,663          | \$ 56,593              |
| <b>NOVEMBER</b>   | \$ 1,229,321          | \$ 1,246,201          | \$ 16,880              |
| <b>DECEMBER</b>   | \$ 1,153,646          | \$ 1,159,871          | \$ 6,225               |
| <b>JANUARY</b>    | \$ 1,257,893          | \$ 1,312,020          | \$ 54,127              |
| <b>FEBRUARY</b>   | \$ 1,213,717          | \$ 1,171,034          | (-\$ 42,683)           |
| <b>MARCH</b>      | \$ 1,337,921          | \$ 1,271,490          | (-\$ 66,431)           |
| <b>APRIL</b>      | \$ 1,190,428          | \$ 1,008,023          | (-\$ 182,405)          |
| <b>MAY</b>        | \$ 1,214,867          | \$ 1,040,423          | (-\$174,443)           |
| <b>JUNE</b>       | \$ 1,179,999          | \$ 1,213,715          | \$ 33,716              |
| <b>JULY</b>       | \$ 1,195,730          | \$ 1,283,561          | \$ 87,831              |
| <b>AUGUST</b>     | \$ 1,237,433          | \$ 1,317,085          | \$ 79,652              |
| <b>YTD TOTAL</b>  | \$ 13,429,025         | \$ 13,298,087         | (-\$ 130,937)          |
| <b>SEPTEMBER</b>  | \$ 1,197,219          |                       |                        |
| <b>TOTAL REV.</b> | \$ 14,626,244         |                       |                        |

a) **REVENUES SHOWED AN INCREASE OF \$79,652 OR 6.44%  
OVER THE SAME MONTH IN F.Y. 2018-2019.**

b) **REVENUES SHOWED A DECREASE OF (-\$130,937) OR (-0.98%)  
OVER THE SAME ELEVEN (11) MONTHS IN F.Y. 2018 – 2019.**



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 2.B.

**DATE SUBMITTED:** September 10, 2020

**MEETING DATE:** September 16, 2020

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Finance Report for August 2020.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:**

**Financial Consideration:**

**Staff Recommendation:**

**Alternatives:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020

CITY OF PHARR  
GENERAL LEDGER STATUS REPORT  
NON AUDITED BUDGET VS. ACTUAL  
FOR PERIOD ENDING AUGUST 31, 2020

BRIDGE FUND 70

|                                      | FY 19/20        |                     |                     |                   |                     |                     | FY 18/19              |                  | --Variance-- |  |
|--------------------------------------|-----------------|---------------------|---------------------|-------------------|---------------------|---------------------|-----------------------|------------------|--------------|--|
|                                      | ORIGINAL BUDGET | AMENDED BUDGET      | Y-T-D ACTUAL        | PERCENT OF BUDGET | BALANCE             |                     | Prior FY Y-T-D Actual | Amount           | Percent      |  |
| REVENUES                             |                 |                     |                     |                   |                     |                     |                       |                  |              |  |
| BRIDGE TOLL REVENUES                 | \$ 14,853,900   | \$ 14,853,900       | \$ 12,768,588       | 86%               | \$ (2,085,312)      | \$ 12,768,588       | \$ 12,784,185         | \$ (15,597)      | 0%           |  |
| BRIDGE REVENUE FUND INTEREST EARNED  | 102,300         | 102,300             | 47,309              | 46%               | (54,991)            | 47,309              | 97,243                | (49,935)         | -51%         |  |
| PESO EXCHANGE RATE INCOME            | 38,600          | 38,600              | 16,146              | 42%               | (22,454)            | 16,146              | 33,541                | (17,394)         | -52%         |  |
| RENTAL INCOME                        | 210,600         | 210,600             | 192,500             | 91%               | (18,100)            | 192,500             | 199,500               | (7,000)          | -4%          |  |
| TRANSFER IN-GF                       | -               | 25,000              | -                   | 0%                | (25,000)            | -                   | 18,700                | (18,700)         | -100%        |  |
| FINANCING DEBT FUNDS                 | 1,750,000       | 1,750,000           | 1,750,000           | 100%              | -                   | 1,750,000           | 200,000               | 1,550,000        | 775%         |  |
| TOTAL REVENUES                       | 16,955,400      | 16,980,400          | 14,774,543          | 87%               | (2,205,857)         | 14,774,543          | 13,333,169            | 1,441,373        | 11%          |  |
| EXPENDITURES                         |                 |                     |                     |                   |                     |                     |                       |                  |              |  |
| PERSONNEL                            | 1,351,900       | 1,419,800           | 1,161,137           | 82%               | 258,663             | 1,161,137           | 1,117,127             | (44,011)         | -4%          |  |
| SUPPLIES & MATERIALS                 | 276,000         | 276,000             | 130,154             | 47%               | 145,846             | 130,154             | 117,841               | (12,312)         | -10%         |  |
| BUILDING & EQUIPMENT                 | 2,136,400       | 2,136,400           | 264,332             | 12%               | 1,872,068           | 264,332             | 722,708               | 458,376          | 63%          |  |
| REPAIRS & MAINTENANCE                | 70,700          | 70,700              | 7,880               | 11%               | 62,820              | 7,880               | 7,452                 | (428)            | -6%          |  |
| EQUIPMENT RENTALS                    | 3,100           | 3,100               | 4,872               | 157%              | (1,772)             | 4,872               | 2,818                 | (2,054)          | -73%         |  |
| UTILITIES                            | 75,600          | 75,600              | 63,596              | 84%               | 12,004              | 63,596              | 61,573                | (2,024)          | -3%          |  |
| VEHICLE USAGE                        | 22,500          | 22,500              | 8,967               | 40%               | 13,533              | 8,967               | 10,821                | 1,855            | 17%          |  |
| INSURANCE                            | 45,000          | 45,000              | 31,796              | 71%               | 13,204              | 31,796              | 41,260                | 9,464            | 23%          |  |
| DEBT SERVICE                         | 1,519,600       | 1,519,600           | 1,626,078           | 107%              | (106,478)           | 1,626,078           | 1,230,114             | (395,963)        | -32%         |  |
| CONTRACTUAL SERVICES                 | 297,800         | 297,800             | 235,497             | 79%               | 62,303              | 235,497             | 210,149               | (25,348)         | -12%         |  |
| OTHER CONTRACTUAL & SPECIAL SERVICES | 879,700         | 879,700             | 1,351,335           | 154%              | (471,635)           | 1,351,335           | 514,997               | (836,337)        | -162%        |  |
| TRANSFERS OUT                        | 10,277,100      | 10,478,100          | 8,420,675           | 80%               | 2,057,425           | 8,420,675           | 7,918,758             | (501,917)        | -6%          |  |
| TOTAL EXPENDITURES                   | 16,955,400      | 17,224,300          | 13,306,318          | 77%               | 3,917,982           | 13,306,318          | 11,955,619            | (1,350,700)      | -11%         |  |
| REVENUE OVER/(UNDER) EXPENDITURES    | <u>\$ -</u>     | <u>\$ (243,900)</u> | <u>\$ 1,468,224</u> |                   | <u>\$ 1,712,124</u> | <u>\$ 1,468,224</u> | <u>\$ 1,377,551</u>   | <u>\$ 90,673</u> |              |  |



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 2.C.

**DATE SUBMITTED:** September 10, 2020

**MEETING DATE:** September 16, 2020

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Engineer's Report.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:** No back-up information needed for this item.

Thank you.

**Financial Consideration:**

**Staff Recommendation:**

**Alternatives:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 2.D.

**DATE SUBMITTED:** September 10, 2020

**MEETING DATE:** September 16, 2020

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Director's Report.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:** No back-up information needed for this item.

Thank you.

**Financial Consideration:**

**Staff Recommendation:**

**Alternatives:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge  
Board

**AGENDA ITEM #:** 3.A.

**DATE SUBMITTED:** September 10,  
2020

**MEETING DATE:** September 16,  
2020

**FROM:** Vanessa Guzman, Administrative  
Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Approval of Minutes for August 19, 2020.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:**

**Financial Consideration:**

**Staff Recommendation:**

**Alternatives:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020

**REGULAR MEETING  
TOLL BRIDGE BOARD  
HELD ON AUGUST 19, 2020, AT 12:00 P.M.  
CITY HALL, 118 S. CAGE BLVD., 2<sup>ND</sup> FLOOR, PHARR, TEXAS**

On the 19th day of August 2020, the Toll Bridge Board met in a regular Bridge Board Meeting. Following is the record of attendance.

**MEMBERS PRESENT:** Edgar Delgadillo, Chairman  
Tony Martinez, Vice-Chairman  
Adalberto Campero, Secretary  
Luis Flores, Member

**MEMBER ABSENT:** Larry Hernandez, Member

**EX-OFFICIO MEMBERS  
PRESENT:** None

**EX-OFFICIO MEMBERS  
ABSENT:** Mayor Ambrosio Hernandez  
Mayor Pro-Tem Bobby Carrillo

**STAFF PRESENT:** Luis Bazan, Bridge Director  
Fred Brouwen, Director of Operations  
Vanessa Guzman, Administrative Assistant  
Cleo Salinas, Administrative Assistant  
Freddy Flores, Trade Liaison

**OTHERS PRESENT:** Ed Wylie, Interim City Manager  
Anali Alaniz, Assistant City Manager  
Patricia Rigney, City Attorney  
Omar Anzaldua, Engineering Department  
Ignacio Amezcua, Purchasing Director  
Karla Saavedra, Finance Director  
Juan Gonzalez, Asst. Police Chief  
David Moreno, CBP  
Ezequiel Ordonez, Mexico Liaison  
Eddie Gutierrez, Financial Consultant  
Hollis Rutledge, Governmental Affairs  
Cynthia Garza, Director of External Relations  
Michael Vargas, Public Affairs Liaison

There being a quorum established Chairman Edgar Delgadillo called the meeting to order.

## **A. CALL TO ORDER:**

### **ITEM 1 ROLL CALL-EXCUSE ABSENT MEMBERS**

Member Flores moved to excuse absent members. Chairman Delgadillo seconded the motion and when put to a vote, it carried unanimously.

### **ITEM 2 PLEDGE OF ALLEGIANCE/INVOCATIONS**

Luis Bazan, Bridge Director, led in the Pledge of Allegiance and said the prayer.

**B. DIRECTOR'S ADMINISTRATIVE REPORT: *(Director's Administrative Reports and discussion, if any, with Bridge Board. The Director may also assign a designated spokesperson for any particular listed topic)***

### **ITEM 3 CROSSING AND REVENUES COMPARISON FOR JULY 2020**

Chairman Edgar Delgadillo introduced the item.

Fred Brouwen, Director of Operations, went over the total crossing and revenues report for the month of July 2020. He reported total crossings were 88,516, which was a decrease of (-8,540) vehicles or -8.80% compared to last year. Mr. Brouwen stated that total crossing for cars were 32,289, which was a decrease of (-10,909) cars or -25.25% and showed a car crossing compassion from other bridges across the board. Mr. Brouwen further reported the total truck crossings were 56,227, which was an increase of 2,369 trucks or 4.40% increase. Mr. Brouwen then showed a truck crossing compassion from other bridges across the board. Mr. Brouwen further reported northbound crossings were 55,550, which was an increase of 100 trucks or 0.18% increase. Mr. Brouwen further stated for the Agriculture for the month of July they had 15,803 trucks, which represents a 28% of all imports from Mexico to the U.S. Lastly, Mr. Brouwen stated total revenue collected for the month of July was \$1,283,561, which shows an increase of \$87,831 or 7.35% in revenues.

Discussion ensued on the crossings.

### **ITEM 4 EXPENDITURES REPORT FOR JULY 2020**

Chairman Edgar Delgadillo introduced the item.

Luis Bazan, Bridge Director, stated Karla Saavedra, Finance Director, was logged on to the meeting and questions could be entertained at this time.

After a brief discussion, Chairman Edgar Delgadillo moved to the next item.

### **ITEM 5 PROJECT ENGINEER REPORT**

Chairman Edgar Delgadillo introduced the item.

Luis Bazan, Bridge Director, stated Omar Anzaldua, City Engineer, was present and questions on projects could be entertained at this time.

Luis Bazan, Bridge Director, reported on the office expansion. He stated that as they can see behind him, they are in their new facility but still have a way to go. He reported there still was another phase to the project, which will get started in the next couple of months. He also stated they would have some type of Ribbon Cutting Ceremony for the new building once they are ready.

Luis Bazan, Bridge Director, reported on the DAP15 projects. He stated they are about 85% vetted as far as work force is concerned. He also stated the federal government, GSA has already accepted the Project Safety Plan and are now working on the Risk Management Plan as well as on a few other pending items for DAP15. He stated once all that gets squared away, they have the green light to break ground on those projects.

Luis Bazan, Bridge Director, reported on the DAP16 projects. He stated that they have the Donations Acceptance Agreement, which was agreed on by GSA, the City of Pharr and CBP. He also stated there was a press release done, which goes out this week announcing that the DAP16 Project is underway.

Luis Bazan, Bridge Director, also reported on the expansion of the bridge. He stated things are moving forward, and they are meeting with both the Mexico team and the US team of engineers and consultants. He also stated Mexico has been on board since day 1 and they have made a lot of progress with them.

Omar Anzaldua, City Engineer, stated the generator for the building expansion should arrive next week. He also stated on the bridge expansion that they are looking to fast track the presidential permit so they can get that in by the end of the year.

After a brief discussion, Chairman Edgar Delgadillo moved to the next item.

## **ITEM 6      DIRECTORS ADMINISTRATIVE REPORT**

Chairman Edgar Delgadillo introduced the item.

Luis Bazan, Bridge Director, reported that they are going on part 20 of their BridgeConnect LIVE session. He also stated this was their opportunity to get in front of the trade community and ensure them that they have their best interest in mind. He added they want to bring the topics of interest affecting their business, whether it be in a positive or negative way. He further stated one of the things that they have been doing year after year, is sharing the Trade Numbers. He also added they normally bring Ken Roberts, who is the publisher/president of World City and does the Trade Number books once a year for the Pharr Bridge to give an overall economic presentation of why

these numbers are so important, where they come from, how to make sense of them and what they mean to the trade community. He reported they will be doing a workshop/trade session with World City on September 3<sup>rd</sup> through their BridgeConnect LIVE Sessions to discuss the state of the economy for the Pharr International Bridge, where they stand, what their trade numbers mean and what they have to look forward too going in to the future. He further reported the bridge is now using social media platforms to keep the public informed of events, important news as well as advertising.

After a brief discussion, Chairman Edgar Degadillo moved to the next item.

### **C. ADMINISTRATIVE:**

#### **ITEM 7      CONSIDERATION AND ACTION ON APPROVAL OF MINUTES- JULY 22, 2020.**

Chairman Edgar Delgadillo introduced the items.

Vice-Chairman Martinez **moved** to approve the minutes as presented. Secretary Campero seconded the motion and when put to a vote, it carried unanimously.

#### **ITEM 8      DISCUSSION AND ACTION, IF ANY, ON RENEWAL OF TEXAS BORDER COALITION ANNUAL MEMBERSHIP DUES FOR \$5,000.**

Chairman Edgar Delgadillo introduced the items.

Luis Bazan, Bridge Director, stated Cynthia Garza, Director of External Relations, was present and questions on membership could be entertained at this time.

Luis Bazan, Bridge Director, stated this is something the City of Pharr has been engaged with for years and Cynthia is highly involved on the legislative side and is a part of the committee that has to do with transportation.

Cynthia Garza, Director of External Relations, began to give a brief history of the Texas Border Coalition.

Vice-Chairman Martinez **moved** to approve. Member Flores seconded the motion and when put to a vote, it carried unanimously.

#### **ITEM 9      DISCUSSION AND ACTION, IF ANY, ON ADVERTISING WITH TEXAS BORDER BUSINESS FOR \$1,500 FOR 12 MONTHS.**

Chairman Edgar Delgadillo introduced the items.

Luis Bazan, Bridge Director, reported that they have been advertising with Texas Border Business along with the City and the EDC for several years now, so this is just to continue on that same path.

After a brief discussion, Member Flores moved to approve. Vice-Chairman Martinez seconded the motion and when put to a vote, it carried unanimously.

**ITEM 10      DISCUSSION AND ACTION, IF ANY, ON ADVERTISING WITH THE  
ADVANCE NEWS JOURNAL FOR \$930 PER MONTH FOR 12  
MONTHS.**

Chairman Edgar Delgadillo introduced the items.

Vice-Chairman Martinez moved to approve. Member Flores seconded the motion and when put to a vote, it carried unanimously.

**ITEM 11      DISCUSSION AND ACTION, IF ANY, ON ADVERTISING WITH THE  
PRODUCE NEWS FOR A TOTAL OF \$19,100 FOR 12 MONTHS.**

Chairman Edgar Delgadillo introduced the items.

Luis Bazan, Bridge Director, reported on The Produce News. He stated this was somewhat new to them and they have advertised with them for the PMA and Viva Fresh events. He further stated that Tad, the publisher for The Produce News has been running a lot of great stories on the Pharr Bridge. He added they are great advocate for the region and produce, so this is something that they want to try out at least for a year and see how that works.

After some discussion, Vice-Chairman Martinez moved to table the item. Member Flores seconded the motion and when put to a vote, it carried unanimously.

**ITEM 12      DISCUSSION AND ACTION, IF ANY, ON ADVERTISING WITH  
MEXICO INDUSTRY FOR \$725 PER ISSUE AND \$4,000 FOR  
INDUSTRIAL MAP (8 ISSUES; 1 INDUSTRIAL MAP).**

Chairman Edgar Delgadillo introduced the items.

Vice-Chairman Martinez moved to approve. Chairman Delgadillo seconded the motion and when put to a vote, it carried unanimously.

**ITEM 13      DISCUSSION AND ACTION, IF ANY, ON ADVERTISING WITH  
ANDNOWUKNOW FOR \$735 PER MONTH FOR 12 MONTHS.**

Chairman Edgar Delgadillo introduced the items.

Luis Bazan, Bridge Director, reported on AndNowUKnow. He stated this was something new that they have never done, and he receives a lot of emails from AndNowUKnow. He further stated he has met them at several trade shows in the past

where they have offered their services. He reported that is something that they can try or bring back later.

After some discussion, Vice-Chairman Martinez **moved** to table the item. Member Flores seconded the motion and when put to a vote, it carried unanimously.

**ITEM 14 DISCUSSION AND ACTION, IF ANY, ON ADVERTISING WITH THE SNACK FOR \$4,195 PER ISSUE FOR 12 MONTHS.**

Chairman Edgar Delgadillo introduced the items.

Luis Bazan, Bridge Director, reported on The Snack. He stated this was completely new to them and this is an off shoot of AndNowUKnow. He further stated The Snack publication focuses more on a healthy lifestyle but at the same time it revolves around trade and produce.

After some discussion, Vice-Chairman Martinez **moved** to table the item. Chairman Delgadillo seconded the motion and when put to a vote, it carried unanimously.

**F. ADJOURNMENT:**

**ITEM 15 ADJOURNMENT**

Vice-Chairman Martinez **moved** to adjourn the meeting at 1:00pm. Chairman Delgadillo seconded the motion and when put to a vote, it carried unanimously.

APPROVED AS SUBMITTED:

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EDGAR DELGADILLO, CHAIRMAN

ATTEST:

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ADALBERTO CAMPERO, SECRETARY

STATE OF TEXAS §  
COUNTY OF HIDALGO §  
CITY OF PHARR §

**ON THE 19th DAY OF AUGUST 2020**, the Toll Bridge Board convened in a Regular Meeting at the Pharr International Bridge, the meeting being open to the public and notice of said meeting, giving the date, place and subject thereof, having been posted to the public and notice of said meeting, given in accordance to Chapter 551, of the Texas Government Code, (Open Meetings Act) and their being present a

quorum, I, **VANESSA GUZMAN, BRIDGE ADMINISTRATIVE ASSISTANT**, of the City of Pharr, Texas, certify that this is a true and correct copy of the minutes.

---

VANESSA GUZMAN, BRIDGE  
ADMINISTRATIVE ASSISTANT

DATE APPROVED: \_\_\_\_\_  
Word/C:BoardMeetings/BoardMtgMinutes8-19-20



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 3.B.

**DATE SUBMITTED:** September 10, 2020

**MEETING DATE:** September 16, 2020

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Discussion and action, if any, on advertising in the 2020-2021 Texas International Produce Association's Annual Membership Directory for \$800.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:** Advertising in the 2020-2021 Texas International Produce Association's annual membership directory.

**Financial Consideration:** \$800

**Staff Recommendation:** Authorization to advertise in the 2020-2021 Texas International Produce Association's Annual Membership Directory. We have been advertising in the directory for the 6 years.

**Alternatives:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020



901 Business Park Drive, Suite 500  
Mission, Texas 78572  
Phone: (956) 581-8632 ★ Fax: (956) 581-3912  
[www.texipa.org](http://www.texipa.org)

---

**DON'T MISS THIS MARKETING OPPORTUNITY!**

It's time to publishing the 2020-2021 Texas International Produce Association's Annual Membership Directory. I have attached your last year's Ad for your review. Please let me know before **Septmber 1st, 2020** if you are still interested in reserving your space and would like to use the same Ad!

\_\_\_ **YES, I would like to advertise in the 2020-2021 Membership Directory**

\_\_\_ A new camera-ready copy will be sent via mail or e-mail to [lilly.garcia@texipa.org](mailto:lilly.garcia@texipa.org)  
(Deadline to submit ad is **September 1st**)

\_\_\_ Please use the same ad used in the 2019 TIPA Directory (if applicable)

**Advertising Cost Options:**

\_\_\_ \$1,200 for color ad printed on fold out tab (only 2 available)

\_\_\_ \$1,000 color ad printed on inside cover

\_\_\_ \$1,000 color ad printed on back cover

\_\_\_ \$ 800 full page color ad (tab page)

**REMINDER:** Full page ad: 8"x5"

**Thank you for your support!**



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 3.C.

**DATE SUBMITTED:** September 10, 2020

**MEETING DATE:** September 16, 2020

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Discussion and action, if any, on renewal of Texas International Produce Association (TIPA) Annual Membership dues for \$2,000.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:** Texas International Produce Association (TIPA) annual membership dues.

**Financial Consideration:** \$2,000

**Staff Recommendation:**

**Alternatives:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020



901 Business Park Drive, Suite 500  
Mission, Texas 78572  
Phone: (956) 581-8632 ★ Fax: (956) 581-3912  
[www.texipa.org](http://www.texipa.org)  
Membership contact: [lilly.garcia@texipa.org](mailto:lilly.garcia@texipa.org)

August 14, 2020

Mr. Luis Bazan  
CITY OF PHARR  
9900 S. Cage Blvd.  
Pharr, TX 78577

**RE: 2020-2021 TIPA Membership Renewal**

Dear Mr. Luis Bazan,

First and foremost, I want to thank you for your membership to TIPA during the 2019-2020 year. I think we can all agree that 2020 has been a challenge for each and every one of us. Beginning with the cancellation of Viva Fresh, into the COVID pandemic, and most recently Hurricane Hanna being but a few of the obstacles we have faced this year. No doubt, there will be more ahead of us.

Nevertheless, it is at times like this that we see the true value in working together.

Foodbanks across the nation have stepped up to the enormous challenge of feeding the many Americans now facing food insecurity in the face of unprecedented unemployment. Many TIPA members have supported these efforts, through donations or partnerships. Other companies have done their own distributions to provide for their local communities. Today, we see collections for goods and clothing to those who have experienced losses as a result of the flooding from Hurricane Hanna.

Together is how we will surmount the many difficulties before us. Together we will emerge beyond the bleak days facing us. Together we will again have the opportunities to shake hands with new business associates, to embrace and share with long-time partners, and to again spend time with our family and friends. Through all of this, our industry will continue to feed the many families of North America who rely on the more than \$8 billion in healthy and delicious fruits and vegetables that come from or travel through our region.

At the industry level, TIPA has never stopped nor will we stop speaking and working on behalf of the members. In the last few months alone, the association has worked on a host of issues:

- Worked with national industry associations to petition Congress for economic relief amidst the COVID pandemic
  - o The result was programs such as the Coronavirus Food Assistance Program, Farmers to Families Food Boxes and additional Sec. 32 funding to Foodbanks for increased purchases
- Within the CFAP program, TIPA was able to get additional eligible commodities that benefited Texas growers added to the CFAP approved commodities list
  - o TIPA also coordinated a collaborative national study on the impact of the CFAP Payment Limits and how those limits hurt specialty crop producers
- Addressed issues within the H2A program, including ensuring farmers had access to these workers despite logistical challenges surrounding the pandemic

- TIPA remains engaged in providing commentary and ideas to Washington DC on additional relief for the industry
- Worked with the national associations to make changes to the Payroll Protection Program (PPP) to make the program accessible for more of the agriculture industry (i.e. particular ag entities were originally unable to access the program)
- Worked with the Texas Citrus Mutual to provide data to Congressional & Senatorial representatives following the destruction of crops in the wake of Hanna
- TIPA led the charge in collaboration with FDA, SENASICA, JIFSAN, PSA, United Fresh & ProExport Papaya to not only develop and publish "Food Safety Best Practices Guide for the Growing and Handling of Mexican Papayas," we have also coordinated and continue to provide education courses to growers and packers in Mexico on the guide
- Coordinated sessions, round-tables, FAQs and other information on the mandatory USDA inspections per the 2019 Tomato Suspension Agreement
- Provided sessions, information, and documentation as well as continuing to work on the USDA APHIS program around the Tomato Brown Rugose Fruit Virus inspections and rejections of Mexican tomatoes
- Met with FMSCA officials and submitted comments on changes and improvements to both the E-Log and other transportation related issues
- Supported several bills and collaborated with Rep. Vela's office to pass a bill to provide additional funds to the CBP Agricultural resources at Texas ports-of-entry, including the necessary funding to hire 240 CBP Ag Specialist, 200 CBP Ag Technicians and 30 CBP Agricultural Canine Detection teams
- Provided support to the Texas A&M University, Texas A&M AgriLife, University of Texas RGV, University of Houston and others on a wide array of research and grants
- Participated in various meetings and advisory capacities with USDA APHIS to address invasive pest issues
- Continued participation in monthly meetings to discuss infrastructure needs for transportation, roadways, ports, commercial crossings and other efficiency measures for the industry with the Texas Secretary of State and BTAC
- Voiced concerns with the Mexican and US governments regarding the downsizing of personnel in Mexico's agricultural section, especially those involved in approving and certifying produce shipments bound for the US
- Coordinated stakeholder meetings with elected officials, including Sid Miller and US Congressman, to provide direct communication from constituents to local lawmakers

Without your support, TIPA would not be able to provide the advocacy, promotional, and educational work that is necessary to ensure our industry's success. As such, it is also time I ask you consider renewing your Texas International Produce Association membership for the 2020-2021 year.

Your membership and participation provide us with the ability to be engaged at local, state, and federal levels as we apprise our elected officials and government agencies on the challenges and opportunities facing the fresh produce industry.

Myself, the TIPA staff and our board of directors all stand dedicated to representing our 320 member companies. We sincerely appreciate your continued support and look forward to working with you in the coming year as we move forward beyond today's challenges into what we know will be a *fruitful* future for the produce industry throughout all of Texas.

Sincerely,



Dante L. Galeazzi  
President & CEO



901 Business Park Drive, Suite 500  
Mission, Texas 78572  
Phone: (956) 581-8632 ★ Fax: (956) 581-3912  
[www.texipa.org](http://www.texipa.org)  
Membership contact: [lilly.garcia@texipa.org](mailto:lilly.garcia@texipa.org)

August 14, 2020

## INVOICE # MM 2021-1002

Mr. Luis Bazan  
CITY OF PHARR  
9900 S. Cage Blvd.  
Pharr, TX 78577

### Membership Dues - "MUNICIPAL/EDC MEMBER"

This classification includes members who are city or county government entity.

**THANK YOU!**

**Total Amount Due: \$ 2,000.00**

- ☐ Full amount \$2,000.00 due by 11/02/2020
- ☐ Installments: 1<sup>st</sup> payment \$ 1,000.00 due 11/02/2020  
2<sup>nd</sup> payment \$ 1,000.00 due 01/06/2021

**Effective August 1, 2020:** A service charge of 3% will be applied when using credit cards for payment.

**Signature:** \_\_\_\_\_

**Credit Card #:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_ / \_\_\_\_ **CSV Code #** \_\_\_\_\_ **Billing Zip Code:** \_\_\_\_\_

- ☐ Please check here if you would like TIPA to keep this credit card on file for future annual membership billing.

If you have any questions or concerns, please do not hesitate to contact our office at 956.581.8632.

*Now in our 79th year of dedicated service to our members.*



## **AGENDA MEMORANDUM**



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 3.D.

**DATE SUBMITTED:** September 10, 2020

**MEETING DATE:** September 16, 2020

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Discussion and action, if any, on renewal of NASCO Annual Membership Dues for \$5,000.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:** NASCO Annual Membership dues.

**Financial Consideration:** \$5,000

**Staff Recommendation:**

**Alternatives:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020



**NASCO**

**North American Strategy for  
Competitiveness**

4347 W. Northwest Hwy, Suite 130-250  
Dallas TX 75220  
U.S.A

# Invoice

Invoice# INV-000860

Balance Due  
**USD5,000.00**

Bill To

**Pharr International Bridge**

Mr. Luis Bazan

9900 S. Cage Blvd.  
Pharr Texas  
78577

Invoice Date : 09/03/2020

Due Date : 11/01/2020

| #           | Item & Description                                           | Rate     | Amount             |
|-------------|--------------------------------------------------------------|----------|--------------------|
| 1           | NASCO Annual Membership Dues<br>November 2020 - October 2021 | 5,000.00 | 5,000.00           |
| Sub Total   |                                                              |          | 5,000.00           |
| Total       |                                                              |          | <b>USD5,000.00</b> |
| Balance Due |                                                              |          | <b>USD5,000.00</b> |

## Notes

We welcome payment by check, wire, or ACH transfer. Please make checks payable to North American Strategy for Competitiveness or NASCO. If you intend to pay by wire transfer, please contact Rachel Connell at [rachel@nasconetwork.com](mailto:rachel@nasconetwork.com) to get our current banking information.

We truly appreciate your support!



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 3.E.

**DATE SUBMITTED:** September 10, 2020

**MEETING DATE:** September 16, 2020

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Discussion and action, if any, on advertising with The Produce News for a total of \$19,100 for 12 months. **(TABLED)**

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:** Advertise with The Produce News.

**Financial Consideration:** \$19,100 total for 12 months.

**Staff Recommendation:**

**Alternatives:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020

## THE PRODUCE NEWS: *Promotions Schedule*

**Prepared for:** *Pharr International Bridge*

**Prepared by:** Adam Campbell

**Date prepared:** 8/12/2020

*Two week lead time*

| DELIVERY | PUBLISH DATE | MATERIALS DUE | ISSUE / SPECIAL EDITION              | PLACEMENT SIZE            | LIST PRICE  | EXTENDED    | NOTES |
|----------|--------------|---------------|--------------------------------------|---------------------------|-------------|-------------|-------|
| WEBSITE  | 10/1/2020    | 9/17/2020     | Leaderboard #2                       | 970x120px, 600x74, 300x50 | \$4,800.00  | \$1,850.00  |       |
| PRINT    | 11/9/2020    | 10/26/2020    | NEWSPAPER: Rio Grande Valley Section | 5-colx15" (10"x15")       | \$3,815.00  | \$2,000.00  |       |
| WEBSITE  | 12/1/2020    | 11/17/2020    | Leaderboard #2                       | 970x120px, 600x74, 300x50 | \$4,800.00  | \$1,850.00  |       |
| PRINT    | 1/18/2021    | 1/4/2021      | NEWSPAPER: All-Mexico Section        | 5-colx15" (10"x15")       | \$3,815.00  | \$2,000.00  |       |
| WEBSITE  | 2/1/2021     | 1/18/2021     | Leaderboard #2                       | 970x120px, 600x74, 300x50 | \$4,800.00  | \$1,850.00  |       |
| PRINT    | 3/15/2021    | 3/1/2021      | NEWSPAPER: Viva Fresh Section        | 5-colx15" (10"x15")       | \$3,815.00  | \$2,000.00  |       |
| WEBSITE  | 4/1/2021     | 3/18/2021     | Leaderboard #2                       | 970x120px, 600x74, 300x50 | \$4,800.00  | \$1,850.00  |       |
| PRINT    | 5/11/2021    | 4/27/2021     | NEWSPAPER: Front Section             | 5-colx15" (10"x15")       | \$3,815.00  | no charge   |       |
| WEBSITE  | 6/1/2020     | 5/18/2020     | Leaderboard #2                       | 970x120px, 600x74, 300x50 | \$4,800.00  | \$1,850.00  |       |
| PRINT    | 7/6/2021     | 6/22/2021     | NEWSPAPER: Front Section             | 5-colx15" (10"x15")       | \$3,815.00  | no charge   |       |
| WEBSITE  | 8/1/2020     | 7/18/2020     | Leaderboard #2                       | 970x120px, 600x74, 300x50 | \$4,800.00  | \$1,850.00  |       |
| PRINT    | 9/27/2021    | 9/13/2021     | NEWSPAPER: Pre-PMA Section           | 5-colx15" (10"x15")       | \$3,815.00  | \$2,000.00  |       |
|          |              |               |                                      |                           |             |             |       |
|          |              |               |                                      |                           |             |             |       |
|          |              |               |                                      |                           |             |             |       |
|          |              |               |                                      |                           |             |             |       |
|          |              |               |                                      |                           |             |             |       |
|          |              |               |                                      | TOTALS                    | \$51,690.00 | \$19,100.00 |       |

## ART SUBMISSIONS:

|                 |                                                          |
|-----------------|----------------------------------------------------------|
| <b>DIGITAL:</b> | beckman@theproducenews.com; brozyniak@theproducenews.com |
| <b>PRINT:</b>   | addamo@theproducenews.com; brozyniak@theproducenews.com  |



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 3.F.

**DATE SUBMITTED:** September 10, 2020

**MEETING DATE:** September 16, 2020

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Discussion and action, if any, on updated advertising proposals from The Produce News.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:**

**Financial Consideration:**

**Staff Recommendation:**

**Alternatives:**

---

**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020

# THE PRODUCE NEWS: *Promotions Schedule*

Prepared for: *Pharr International Bridge*

Prepared by: Adam Campbell

Date prepared: 8/12/2020

*Two week lead time*

| DELIVERY | PUBLISH DATE | MATERIALS DUE | ISSUE / SPECIAL EDITION              | PLACEMENT SIZE            | LIST PRICE  | EXTENDED    | NOTES |
|----------|--------------|---------------|--------------------------------------|---------------------------|-------------|-------------|-------|
| WEBSITE  | 10/1/2020    | 9/17/2020     | Leaderboard #2                       | 970x120px, 600x74, 300x50 | \$4,800.00  | \$1,850.00  |       |
| PRINT    | 11/9/2020    | 10/26/2020    | NEWSPAPER: Rio Grande Valley Section | 5-colx15" (10"x15")       | \$3,815.00  | \$2,000.00  |       |
| EMAIL    | 11/16/2020   | 11/2/2020     | Newsletter, Best available position  | 728x90 -or- 300x250       | \$3,080.00  | no charge   |       |
| WEBSITE  | 12/1/2020    | 11/17/2020    | Leaderboard #2                       | 970x120px, 600x74, 300x50 | \$4,800.00  | \$1,850.00  |       |
| PRINT    | 1/18/2021    | 1/4/2021      | NEWSPAPER: All-Mexico Section        | 5-colx15" (10"x15")       | \$3,815.00  | \$2,000.00  |       |
| EMAIL    | 1/26/2020    | 1/12/2020     | Newsletter, Best available position  | 728x90 -or- 300x250       | \$3,080.00  | no charge   |       |
| WEBSITE  | 2/1/2021     | 1/18/2021     | Leaderboard #2                       | 970x120px, 600x74, 300x50 | \$4,800.00  | \$1,850.00  |       |
| PRINT    | 3/15/2021    | 3/1/2021      | NEWSPAPER: Viva Fresh Section        | 5-colx15" (10"x15")       | \$3,815.00  | \$2,000.00  |       |
| EMAIL    | 3/22/2021    | 3/8/2021      | Newsletter, Best available position  | 728x90 -or- 300x250       | \$3,080.00  | no charge   |       |
| WEBSITE  | 4/1/2021     | 3/18/2021     | Leaderboard #2                       | 970x120px, 600x74, 300x50 | \$4,800.00  | \$1,850.00  |       |
| PRINT    | 5/11/2021    | 4/27/2021     | NEWSPAPER: Front Section             | 5-colx15" (10"x15")       | \$3,815.00  | no charge   |       |
| WEBSITE  | 6/1/2020     | 5/18/2020     | Leaderboard #2                       | 970x120px, 600x74, 300x50 | \$4,800.00  | \$1,850.00  |       |
| PRINT    | 7/6/2021     | 6/22/2021     | NEWSPAPER: Front Section             | 5-colx15" (10"x15")       | \$3,815.00  | no charge   |       |
| WEBSITE  | 8/1/2020     | 7/18/2020     | Leaderboard #2                       | 970x120px, 600x74, 300x50 | \$4,800.00  | \$1,850.00  |       |
| EMAIL    | 9/20/2020    | 9/6/2020      | Newsletter, Best available position  | 728x90 -or- 300x250       | \$3,080.00  | no charge   |       |
| PRINT    | 9/27/2021    | 9/13/2021     | NEWSPAPER: Pre-PMA Section           | 5-colx15" (10"x15")       | \$3,815.00  | \$2,000.00  |       |
|          |              |               |                                      |                           |             |             |       |
|          |              |               |                                      | TOTALS                    | \$64,040.00 | \$19,100.00 |       |

## ART SUBMISSIONS:

**DIGITAL:** beckman@theproductenews.com; brozyniak@theproductenews.com

**PRINT:** addamo@theproductenews.com; brozyniak@theproductenews.com

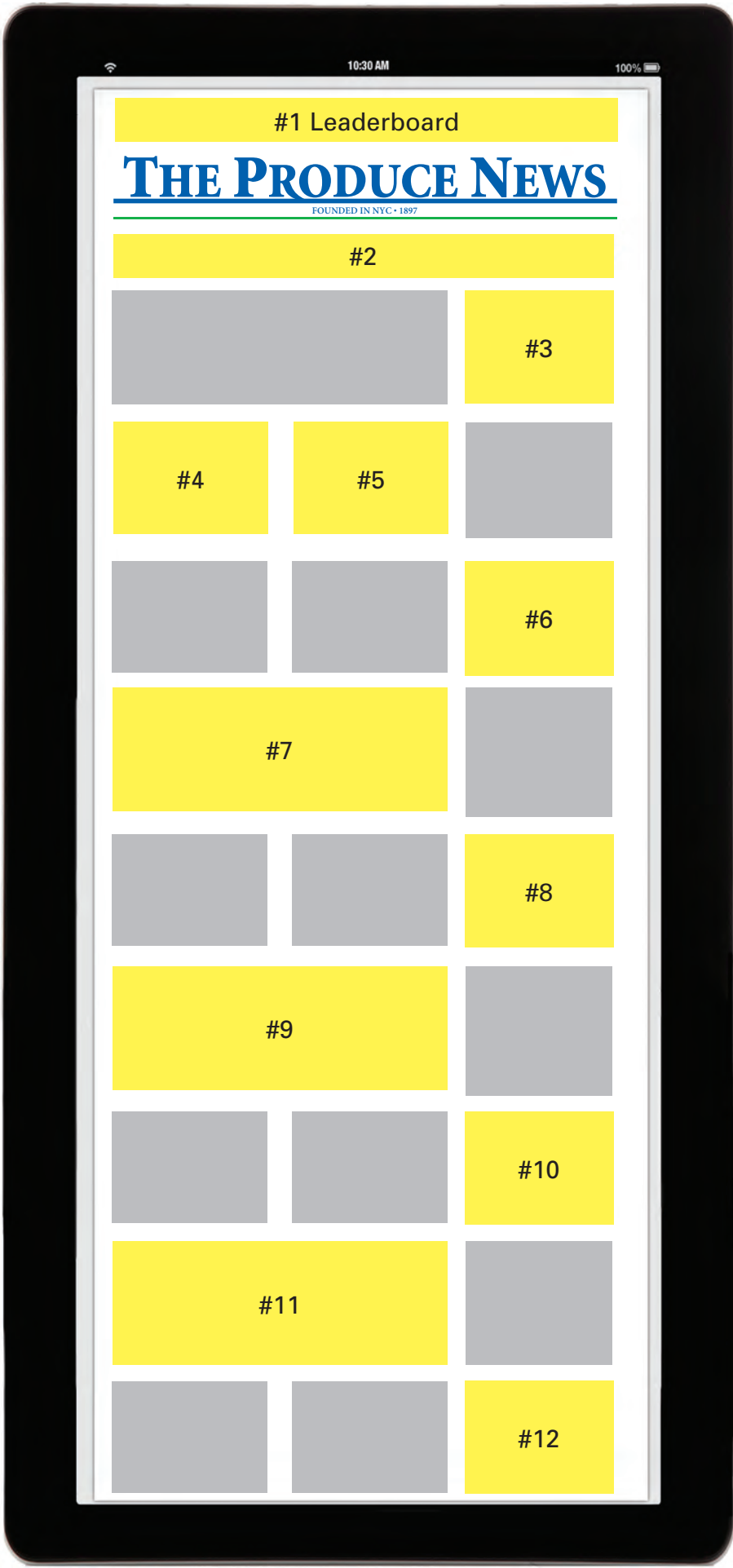
**PRINT:** [addamo@theproducenews.com](mailto:addamo@theproducenews.com); [brozyniak@theproducenews.com](mailto:brozyniak@theproducenews.com)

# Producenews.com

MORE VISITORS, MORE  
IMPRESSIONS, MORE  
TIME ON THE PAGE

Enlightening.  
Entertaining.  
Engaging.

At Producenews.com, visitors can peruse the latest industry headlines, access archives of our digital issues, and view our popular industry videos and Sightings features, all in a user-friendly layout. With its high-quality content, Producenews.com draws readers in and keeps them engaged, giving advertisers more value for their promotional dollars.



| MONTHLY PRODUCE <span>NEWS</span> .COM ADVERTISING RATES |                         |         |         |         |
|----------------------------------------------------------|-------------------------|---------|---------|---------|
| Position                                                 | Ad Size (pixels)        | 1x      | 6x      | 12x     |
| #1 Leaderboard                                           | 970x250, 600x74, 300x50 | \$4,950 | \$4,350 | \$3,960 |
| #2 Banner                                                | 970x250, 600x74, 300x50 | \$4,600 | \$4,050 | \$3,680 |
| #3 Banner                                                | 300 x 250               | \$4,200 | \$3,690 | \$3,360 |
| #4 Banner                                                | 300 x 250               | \$4,000 | \$3,520 | \$3,200 |
| #5 Banner                                                | 300 x 250               | \$4,000 | \$3,520 | \$3,200 |
| #6 Banner                                                | 300 x 250               | \$3,200 | \$2,815 | \$2,560 |
| #7 Banner                                                | 635x357 & 300x250       | \$4,000 | \$3,520 | \$3,200 |
| #8 Banner                                                | 300 x 250               | \$2,800 | \$2,465 | \$2,240 |
| #9 Banner                                                | 635x357 & 300x250       | \$3,600 | \$3,170 | \$2,880 |
| #10 Banner                                               | 300 x 250               | \$2,200 | \$1,935 | \$1,760 |
| #11 Banner                                               | 635x357 & 300x250       | \$1,800 | \$1,585 | \$1,440 |
| #12 Banner                                               | 300 x 250               | \$1,500 | \$1,320 | \$1,200 |

# Produce News Daily

Produce News Daily e-newsletter is delivered twice a day, **5 days a week to 92,000+ recipients for a total of 460,000+ recipients per individual daily, per week.** This content-rich product includes the most important news of the day as well as commentary from industry experts, people in the news, company profiles, event coverage and more. Now twice a day, each daily edition now includes **NEW** advertising sizes. Ten, IAB standard ad units. Digital “Advance Edition” version of print issue included.

#1 Leaderboard



#1A Leaderboard

Produce News Daily

#2

**Kingsburg Orchard executive returns to retail with move to Sendik's**

Sendik's Food Markets, a 12-store family-owned grocery chain serving the Milwaukee area, announced the hiring of produce industry veteran Dan Spain, who most recently worked as vice president of sales and marketing for Kingsburg Orchard. [READ MORE](#)

#3

**Ocean Mist-Lakeside alliance extends organic offerings**

Ocean Mist Farms and Lakeside Organic Gardens formed a strategic alliance to grow for one another and offer their customers wider organic product lines. The first products will ship in July from Ocean Mist's cooler in Castroville, CA, and Lakeside's cooler in Watsonville, CA. [READ MORE](#)

#5

**Early Northwest production to fuel retail sales**

Retailers and consumers can expect to see some of their favorite commodities from the Pacific Northwest hitting the produce department earlier than normal in 2015. The reason can be summed up in two words: wonderful weather. [READ MORE](#)

#7

**Supreme Court could be final arbiter in California labor dispute**

A California appeals court recently handed Reedley, CA-based Geraswan Farming a favorable decision in its ongoing battle with the United Farm Workers, meaning the issues at hand may just end up in the U.S. Supreme Court. [READ MORE](#)

#9

[CLICK HERE TO READ THE LATEST PRINT EDITION OF THE PRODUCE NEWS](#)

| TWO DAILIES PER DAY<br>INDIVIDUAL DAILY ADVERTISING RATES & SIZES |                  |         |         |         |         |
|-------------------------------------------------------------------|------------------|---------|---------|---------|---------|
| Gross Rates, Frequency (Weeks), One Daily                         |                  |         |         |         |         |
| Position                                                          | Ad Size (pixels) | 1x      | 4x      | 26x     | 52x     |
| #1 Leaderboard                                                    | 728x90           | \$3,080 | \$2,930 | \$2,770 | \$2,470 |
| #1A Leaderboard                                                   | 728x90           | \$3,080 | \$2,930 | \$2,770 | \$2,470 |
| #2 Banner                                                         | 300x250          | \$3,080 | \$2,930 | \$2,770 | \$2,470 |
| #3 Banner                                                         | 728x90           | \$2,560 | \$2,430 | \$2,310 | \$2,050 |
| #4 Banner                                                         | 300x250          | \$2,560 | \$2,430 | \$2,310 | \$2,050 |
| #5 Banner                                                         | 728x90           | \$2,220 | \$2,110 | \$2,000 | \$1,780 |
| #6 Banner                                                         | 300x250          | \$2,220 | \$2,110 | \$2,000 | \$1,780 |
| #7 Banner                                                         | 728x90           | \$2,220 | \$2,110 | \$2,000 | \$1,780 |
| #8 Banner                                                         | 300x250          | \$2,220 | \$2,110 | \$2,000 | \$1,780 |
| #9 Banner                                                         | 728x90           | \$2,220 | \$2,110 | \$2,000 | \$1,780 |

Updated numbers from The Produce News !

E-NEWSLETTER DATABASE DEMOGRAPHICS

39,136

• ~~31,214~~

— retail chains, wholesale grocers, volunteers, co-ops, wholesale clubs and c-stores

11,424

• ~~8,921~~

— wholesalers and brokers

19,934

• ~~17,870~~

— foodservice distributors, management operators and restaurant chains

16,224

• ~~13,221~~

— growers and shippers

5,987

• ~~4,582~~

— allied industry members

92,705

• ~~75,808~~

TOTAL E-NEWSLETTER RECIPIENTS

Contact Ryan Beckman, Digital Sales Manager  
beckman@theproducenews.com, (732) 207-5302 or your  
Produce News representative.

FOR DIGITAL SPECIFICATIONS VISIT: WWW.PRODUCENEWS.COM/ADVERTISE



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 3.G.

**DATE SUBMITTED:** September 10, 2020

**MEETING DATE:** September 16, 2020

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Discussion and action, if any, on advertising with AndNowUKnow for \$735 per email ad for 12 months. **(TABLED)**

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:** Advertising with AndNowUKnow for \$735 per email ad for 12 months.

**Financial Consideration:** \$735 per email ad.

**Staff Recommendation:**

**Alternatives:**

---

**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020

Vanessa,

We truly appreciate your support. The following is the Pharr International Bridge's ANUK Ad Schedule for 2020/21.

Email Ads - 25 Ads: **10/12, 10/15, 10/19, 11/18, 12/1, 12/21, 1/5/2021, 1/19/2021, 2/1/2021, 2/22/2021, 3/8/2021, 3/23/2021, 4/6/2021, 4/2/2021, 5/5/2021, 5/18/2021, 6/1/2021, 6/16/2021, 6/30/2021, 7/13/2021, 7/27/2021, 8/10/2021, 8/25/2021, 9/7/2021, 9/23/2021** (\$735 per ad - \$18,375 Total) + 5 Free Ads: **10/26, 11/3, 11/13, 12/9, 2/11/2021** (\$3,675 Value)

|          |       |
|----------|-------|
| \$18,375 | Total |
|----------|-------|

To accept this proposal, please sign below:

\_\_\_\_\_  
Vanessa Guzman, Pharr International Bridge      Date

Sincerely,  
Craig Wheeler



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 3.H.

**DATE SUBMITTED:** September 10, 2020

**MEETING DATE:** September 16, 2020

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Discussion and action, if any, on updated advertising proposals from AndNowUKnow.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:** Advertising with AndNowUKnow.

**Financial Consideration:** \$735 per email ad  
\$2,399 for Homepage Wraparound ad.

**Staff Recommendation:**

**Alternatives:**

---

**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020

Vanessa,

We truly appreciate your support. The following is the Pharr International Bridge's ANUK Ad Schedule for 2020/21.

Email Ads - 25 Ads: **10/12, 10/15, 10/19, 11/18, 12/1, 12/21, 1/5/2021, 1/19/2021, 2/1/2021, 2/22/2021, 3/8/2021, 3/23/2021, 4/6/2021, 4/2/2021, 5/5/2021, 5/18/2021, 6/1/2021, 6/16/2021, 6/30/2021, 7/13/2021, 7/27/2021, 8/10/2021, 8/25/2021, 9/7/2021, 9/23/2021** (\$735 per ad - \$18,375 Total) + 10 Free Ads: **10/26, 11/3, 11/10, 11/13, 12/4, 12/9, 1/11/2021, 1/13/2021, 1/27/2021, 2/11/2021** (\$7,350 Value)

|          |       |
|----------|-------|
| \$18,375 | Total |
|----------|-------|

To accept this proposal, please sign below:

\_\_\_\_\_  
Vanessa Guzman, Pharr International Bridge      Date

Sincerely,  
Craig Wheeler

Vanessa,

We truly appreciate your support. The following is Pharr International Bridge's ad schedule for 2020/21.

Email Ads - 10 Ads: **10/12, 10/26, 11/3, 11/18, 1/5/21, 2/22/21, 3/30/21, 4/6/21 5/5/21, 6/1/21** (\$735 per ad - \$7,350 Total) + 5 Days Free: **12/1, 12/9, 8/25/21, 9/9/21, 9/23/21** (\$3,675 Value)

Homepage Wraparound Ad - 1 Month: **November** (\$2,399 Total) + 1 Month Free: **December** (\$2,399 Value)

|         |       |
|---------|-------|
| \$9,749 | Total |
|---------|-------|

To accept this proposal, please sign below:

\_\_\_\_\_  
Vanessa Guzman, Pharr International Bridge    Date

Sincerely,  
Craig Wheeler



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 3.I.

**DATE SUBMITTED:** September 10, 2020

**MEETING DATE:** September 16, 2020

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Discussion and action, if any, on advertising with The Snack for \$4,195 per issue for 12 months. **(TABLED)**

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:** Advertising with The Snack for \$4,195 per issue for 12 months.

**Financial Consideration:** \$4,195 per issue.

**Staff Recommendation:**

**Alternatives:**

---

**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020

Vanessa,

We truly appreciate your support. The following is the Pharr International Bridge's The Snack Ad Schedule for 2020/21.

The Snack Full Page Ad - 7 Issues: **December, February 2021, April 2021, May 2021, June 2021, July 2021, September 2021**  
(\$4,195 per ad - \$29,365 Total) + 2 Free Issues: **November, April 2021** (\$8,390 Value)

|          |       |
|----------|-------|
| \$29,365 | Total |
|----------|-------|

To accept this proposal, please sign below:

\_\_\_\_\_  
Vanessa Guzman, Pharr International Bridge    Date

Sincerely,  
Craig Wheeler



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 3.J.

**DATE SUBMITTED:** September 10, 2020

**MEETING DATE:** September 16, 2020

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Discussion and action, if any, on updated advertising proposal from The Snack.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:** Advertising with The Snack publication.

**Financial Consideration:** \$4,195 per issue.

**Staff Recommendation:**

**Alternatives:**

---

**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020

Vanessa,

We truly appreciate your support. The following is the Pharr International Bridge's The Snack Ad Schedule for 2020/21.

The Snack Full Page Ad - 7 Issues: **December, February 2021, April 2021, May 2021, June 2021, July 2021, September 2021**  
(\$4,195 per ad - \$29,365 Total) + 2 Free Issues: **November, April 2021** (\$8,390 Value)

|          |       |
|----------|-------|
| \$29,365 | Total |
|----------|-------|

To accept this proposal, please sign below:

\_\_\_\_\_  
Vanessa Guzman, Pharr International Bridge    Date

Sincerely,  
Craig Wheeler



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 3.K.

**DATE SUBMITTED:** September 11, 2020

**MEETING DATE:** September 16, 2020

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Discussion and action, if any, on Produce Marketing Guide (PMG) Membership.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:**

**Financial Consideration:**

**Staff Recommendation:**

**Alternatives:**

---

**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/11/2020

# Membership Packages

## Overview & Pricing

  
**Produce  
Market Guide**  
a product of The Packer

Produce Market Guide is the most comprehensive produce industry tool for **connecting** relevant people, products and information. Purchase one of our membership packages with included exposure to move your business forward. Stand out from your competition and be found first by retailers who are looking for your commodities!

**BEST VALUE!**  
And FREE for retailers

|                                                                                                                                         | Classic                                                  | Professional                                                | Expert                                                      |
|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------|
|                                                                                                                                         | <b>\$900</b><br>(A \$1,700 value at only \$75 per month) | <b>\$1,500</b><br>(A \$2,750 value at only \$125 per month) | <b>\$3,000</b><br>(A \$5,000 value at only \$250 per month) |
| <b>MEMBERSHIP COMPONENTS</b>                                                                                                            |                                                          |                                                             |                                                             |
| <b>Claim Your Company</b><br>Manage your company profile. Add contacts, website, social media, produce etc.                             | X                                                        | X                                                           | X                                                           |
| <b>View Industry Contacts</b><br>Get access to employee names, titles, email and phone #s.                                              | X                                                        | X                                                           | X                                                           |
| <b>User Seats for your Company</b><br>Number of users who can access company contacts and snapshot reports.                             | 1 seat                                                   | 3 seats                                                     | 5 seats                                                     |
| <b>Snapshot Reports</b><br>Download company reports detailing payment policy, industry pay practice, company size and revenue.          | 5 per seat                                               | 25 per seat                                                 | Unlimited                                                   |
| <b>INCLUDED MARKETING</b>                                                                                                               |                                                          |                                                             |                                                             |
| <b>Search Results Position</b><br>Prominently display your company listing on search result pages.                                      | Page 5+<br>Advanced Search                               | Page 2-4<br>Advanced Search                                 | First Page!<br>Advanced Search +<br>Produce pages           |
| <b>Daily Newsflash Ad</b><br>300x250 placement in the Produce Market Guide's daily email newsletter.                                    |                                                          |                                                             | 1 Week                                                      |
| <b>Digital Display Ad on PMG</b><br>300x250 banner ad rotation on ProduceMarketGuide.com                                                |                                                          | 10,000<br>Targeted Impressions                              | 25,000<br>Targeted Impressions                              |
| <b>PMG Guide Book Listings</b><br>Advertise your company in our annual Produce Market Guide book. Ask us about Premium Listing options! |                                                          | Basic listing                                               | Basic listing                                               |
| <b>BONUS PRINTED MATERIAL</b>                                                                                                           |                                                          |                                                             |                                                             |
| <b>The Packer Subscription</b><br>A complimentary subscription to the produce industry's news leader.                                   |                                                          | X                                                           | X                                                           |
| <b>PMG Printed Guide</b><br>Receive a print version of our annual Produce Market Guide directory.                                       |                                                          | X                                                           | X                                                           |

## Targeted Marketing Opportunities

### Email Marketing:

- Produce Market Guide can directly market your message to 100k+ produce executives

### Contact List Rental:

- Create call campaigns and direct marketing programs
- Receive a database of companies, contacts, addresses and phone numbers

To learn more about a **comprehensive PMG marketing program**, contact Angelo Grant at (913) 438-0746 or [agrant@thepacker.com](mailto:agrant@thepacker.com)



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 3.L.

**DATE SUBMITTED:** September 11, 2020

**MEETING DATE:** September 16, 2020

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Discussion and action, if any, on Advertising with The Packer.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:** Advertise with The Packer.

**Financial Consideration:** \$20,560

**Staff Recommendation:**

**Alternatives:**

---

**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/11/2020

# Pharr International Bridge 2020-2021 Proposal

## Print

At The Packer, we understand that there is a lot of pressure to invest in multiple channels in addition to print. We also know that many of the print publications reach similar audiences. To this effect, I believe that your print dollars will go much further if you consider moving them to The Packer vs. spread across the market. Here is why:

- The Packer reaches the largest audience of any produce publication (18,000)
- The Packer is the ONLY weekly publication in the market making it the first read and most read. Since Produce News comes out every other week, it is safe to assume that most of the information that they are covering has already been seen in The Packer.
- Not to mention, we still boast the highest levels of requested readers AND the highest number of readers who have been qualified in the last year (this can be seen in each of publication's third-party audits).
- ALL of these factors ensure that your ads will get far more impact and visibility in The Packer.

The Packer

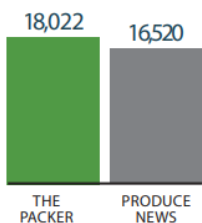
2020 Media Kit

## Our Advantage/Competitive Differentiation

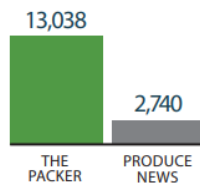
The Packer is the fresh produce industry's most-recognized, most-trusted and most-read publication. The Packer continually invests in ensuring you are offered the best market penetration in the produce industry.

### CIRCULATION QUALITY

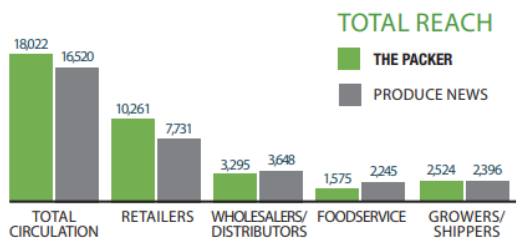
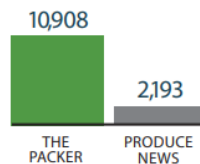
Total Qualified Circulation



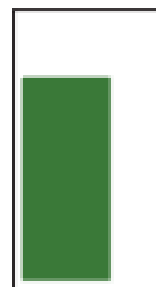
Qualified Within 1 Year



Direct Request

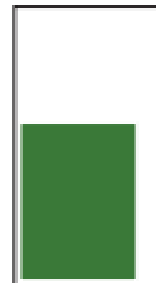


Source: Alliance for Audited Media



1/2 Page

6.61" x 16.12"



1/2 Page

8.3" x 12.87"

## Digital

The most-trusted news in produce also boasts the most widely read news site in the produce industry. ThePacker.com consistently holds the majority of audience market share, with a steady lead above the competition.

ThePacker.com offers:

- The latest industry news, including crops and markets; handling and distribution; retail and food service; event and expo news
- Video insight of the latest stories from our expert editorial team
- News coverage and information on more than 80 commodities
- Weekly stories about crops, sourced from growers and shippers
- Profiles of industry leaders
- Digital archives dating back to 1992
- Blogs from produce insiders Armand Lobato, The Packer's own industry expert Tom Karst, and other industry influencers

**We hold ourselves accountable to delivering your advertisement when advertising with ThePacker.com, you can trust your display ads.**

# Pharr International Bridge

2020-21 Advertising Proposal - The Packer Publications  
(October, 2020 through September, 2021)

## *The Packer newspaper - display ads*

| Publish Date  | Issue / Special Section                                    | Ad Size                 | Your Price         | Value              |
|---------------|------------------------------------------------------------|-------------------------|--------------------|--------------------|
| 11/9/2020     | Mexican Avocado                                            | 1/2 pg- 4c              | \$2,515.00         | \$7,295.00         |
| 2/8/2020      | Transportation Services                                    | 1/2 pg- 4c              | \$2,515.00         | \$7,295.00         |
| 2/15/2020     | Mexican Produce                                            | 1/2 pg- 4c              | \$2,515.00         | \$7,295.00         |
| 3/22/2020     | TexMex Fresh Connections- BONUS DISTRIBUTION at VIVA FRESH | Back Cover              | \$6,000.00         | \$10,200.00        |
| 3/22/2020     | TexMex Fresh Connections- BONUS DISTRIBUTION at VIVA FRESH | 2-pg Spread Advertorial | Included           | Included           |
| 8/23/2020     | Transportation Services                                    | 1/2 pg- 4c              | \$2,515.00         | \$7,295.00         |
| <b>Totals</b> | <b>5 x</b>                                                 |                         | <b>\$16,060.00</b> | <b>\$39,380.00</b> |

## *Digital*

| Month         | Product                                                               | Guaranteed Impressions    | Ad Position      | Your Price        | Value              |
|---------------|-----------------------------------------------------------------------|---------------------------|------------------|-------------------|--------------------|
| October, 2020 | The Packer website - ad to be placed run of site, evenly during month | 15,000 per month          | Medium Rectangle | \$900.00          | \$2,250.00         |
| January, 2021 | The Packer website - ad to be placed run of site, evenly during month | 15,000 per month          | Medium Rectangle | \$900.00          | \$2,250.00         |
| March, 2021   | The Packer website - ad to be placed run of site, evenly during month | 15,000 per month          | Medium Rectangle | \$900.00          | \$2,250.00         |
| May, 2021     | The Packer website - ad to be placed run of site, evenly during month | 15,000 per month          | Medium Rectangle | \$900.00          | \$2,250.00         |
| July, 2021    | The Packer website - ad to be placed run of site, evenly during month | 15,000 per month          | Medium Rectangle | \$900.00          | \$2,250.00         |
| <b>Totals</b> | <b>5 months</b>                                                       | <b>75,000 impressions</b> |                  | <b>\$4,500.00</b> | <b>\$11,250.00</b> |

**Total 2020-2021 Proposal: \$20,560      Value : \$50,630**



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge  
Board

**AGENDA ITEM #:**

**DATE SUBMITTED:** September 10,  
2020

**MEETING DATE:** September 16,  
2020

**FROM:** Vanessa Guzman, Administrative  
Assistant

**DEPARTMENT:** Administration

**DIRECTOR:**

**Agenda Item:** Pursuant to Section 551.071, the Board may convene in a closed, non-public meeting with its attorney and discuss any matters related to **legal advice on pending or contemplated litigation, settlement offer, and/or on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:**

**Financial Consideration:**

**Staff Recommendation:**

**Alternatives:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge  
Board

**AGENDA ITEM #:**

**DATE SUBMITTED:** September 10,  
2020

**MEETING DATE:** September 16,  
2020

**FROM:** Vanessa Guzman, Administrative  
Assistant

**DEPARTMENT:** Administration

**DIRECTOR:**

**Agenda Item:** Pursuant to Section 551.072, the Board may convene in a closed, non-public meeting to discuss any matters related to **real property and deliberate the purchase, exchange, lease, or value of real property as such would be detrimental to negotiations between the City and a third party in an open meeting.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:**

**Financial Consideration:**

**Staff Recommendation:**

**Alternatives:**

---

**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:**

**DATE SUBMITTED:** September 10, 2020

**MEETING DATE:** September 16, 2020

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Administration

**DIRECTOR:**

**Agenda Item:** Pursuant to Section 551.074, the Board may convene in a closed, non-public meeting to discuss any matters related to **appointment, employment, evaluation, reassignment, duties and discipline or dismissal of a public officer or employee and to hear any complaints or charges against an officer or employee.** The City and its attorney may also discuss such issues with the appropriate staff including members so as to obtain necessary and relevant information so that such discussion is informative and developed.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:**

**Financial Consideration:**

**Staff Recommendation:**

**Alternatives:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge  
Board

**AGENDA ITEM #:**

**DATE SUBMITTED:** September 10,  
2020

**MEETING DATE:** September 16,  
2020

**FROM:** Vanessa Guzman, Administrative  
Assistant

**DEPARTMENT:** Administration

**DIRECTOR:**

**Agenda Item:** Pursuant to Section 551.076, the Board may convene in a closed, non-public meeting to discuss any matters on the **deployment, or specific occasions for implementation, of security personnel or devices**. The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:**

**Financial Consideration:**

**Staff Recommendation:**

**Alternatives:**

---

**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:**

**DATE SUBMITTED:** September 10, 2020

**MEETING DATE:** September 16, 2020

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Administration

**DIRECTOR:**

**Agenda Item:** Pursuant to Section 551.084, the Board may convene in a closed, non-public meeting to discuss any matters involving an **investigation and may exclude a witness from hearing during the examination of another witness in the investigation.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:**

**Financial Consideration:**

**Staff Recommendation:**

**Alternatives:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge  
Board

**AGENDA ITEM #:**

**DATE SUBMITTED:** September 10,  
2020

**MEETING DATE:** September 16,  
2020

**FROM:** Vanessa Guzman, Administrative  
Assistant

**DEPARTMENT:** Administration

**DIRECTOR:**

**Agenda Item:** Pursuant to Section 551.087, the Board may convene in a closed, non-public meeting to discuss any matters regarding **economic development issues**. The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

**Classification:** Regular

(\* If closed session, City Attorney must review and approve.)

**Exclude Material from Public Packet?** No

**Reason:**

**Issue:**

**Financial Consideration:**

**Staff Recommendation:**

**Alternatives:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 9/10/2020